



Date: October 1, 2004
To: Gerald R. Miller, City Manager
From: Carl Kemp, Manager of Public/Governmental Affairs
For: Mayor and Members of the City Council
Subject: Weekly Update Ending October 1, 2004

The following weekly update highlighting various activities for the week ending October 1, 2004 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Health and Human Services: West Nile Virus Update

Long Beach has documented four new human cases of West Nile Virus (WNV) in the past week. The cumulative city total this year is at 13 cases, one of which resulted in a death. No patients are currently hospitalized. All vector control agencies have been made aware of the new cases and field staff will implement increased surveillance and treatment as necessary in affected areas. Department of Health and Human Services (DHHS) sprays 250 known mosquito breeding sites each week, and has added 15 new sites for spraying, resulting in over 300 miles of residential gutters sprayed in the City every seven to ten days. Staff continues to receive and respond to complaints of standing water and treats them to prevent mosquito growth. If warranted, these sites will be treated through the duration of the mosquito season.

A Lindsay Wagner WNV public service announcement has aired 39 times on cable channels all over Southern California, including BET, ESPN and AMC, since mid-September.

Staff is participating in a promotional video produced by the Miller Group media consulting firm, documenting the regional outreach campaign on WNV. The video will be completed next month.

The Public Health Laboratory conducted 18 new WNV confirmatory tests last week. To date, over 339 WNV tests have been conducted.

Library Services

The Library is participating in the California State Library's evaluation of the statewide Public Library Services for People with Disabilities Program. The survey will help libraries better understand the community's perception and knowledge of services at public libraries, including Long Beach, for people with disabilities.

MAJOR WEEKLY HIGHLIGHTS (continued)

Library Services

"Easy Voter Guides" for the November election are available at all City libraries. These guides outline the issues in a concise, easy format. Copies of this guide can also be downloaded or printed from the following website: www.easyvoter.org/california/orders/index.html.

Parks, Recreation and Marine, Maintenance Operations Bureau

New golf course fees and charges were approved by the City Manager on September 29. A press conference was held on October 1 to answer questions about the new fee structure. The new fees will be posted at all City courses by October 4 and become effective on October 15.

Public Works Department, Airport

The weekend of September 18 was the last weekend of scheduled closures of Runway 12-30. The greater part of the major paving is done. Paving of runway shoulders and taxiway tie-ins will continue during the nightly runway closures through the end of October. Nighttime closures will continue through December for grading of runway safety areas and electrical work on the runway.

UPCOMING EVENTS AND PROJECTS

Library Services

October is Disabilities Awareness Month. To mark the occasion, the Library will sponsor two programs:

- Jeanne Lazo and Carol Amato, authors of *Persistence is Power!*: a real-world guide for the newly disabled employee. Their informative talk will take place on **Thursday, October 14** at 2:00 p.m. at the Main Library.
- The one-year anniversary of the Information Center for People with Disabilities will be celebrated with an Open House on **Thursday, October 21** from 12:00 to 5:00 p.m. Over 1,200 people visited the Center in its first year of operation.

Department of Health and Human Services

A workshop entitled "Effective Outreach Strategies for Cambodians" will be held on **Monday, October 18** from 9:00 to 11:00 a.m. at the Miller Family Health Education Center. The featured speaker will be Danny Mann of the Cambodian Association of America. Participants will receive an overview on the Cambodian community including cultural demographics, how culture impacts health, and how to successfully outreach to the Cambodian community. The workshop is open to the public.

AWARDS

Community Development, Housing Services Bureau

Grisham Community Housing, which held its grand opening this month, has been selected as a winner in the National Association of Local Housing Finance Agencies (NALHFA) 2004 Fall Meritorious Achievement/HOME Awards competition. Grisham includes 96 large apartments that are affordable to working families, a new childcare and community center and recreational open space. NALHFA selected Grisham Community Housing for its extraordinary benefit to the community, innovative design, its ability to be replicated by other cities, its high level of affordability, and for the development's focus on serving large families. Community Development will receive the award this October at NALFA's national conference.

Community Development, Economic Development Bureau

The *Long Beach...Get More CD ROM* has been awarded the Silver Circle Award for Best Technology/Other Category at the 3CMA's 16th Annual Savvy Awards. The Savvy Awards recognizes outstanding local government achievements in communications, public-sector marketing and citizen-government relationships. The *Long Beach...Get More CD ROM* is a multimedia business attraction tool that highlights Long Beach's community, demographics, and business development opportunities and services.

The *Long Beach...Get More Retail Opportunities Brochure* has been awarded the Economic Development Special Purpose Brochure Award by the International Development Council (IEDC) for a project located in an area with a population of more than 200,000. A panel of economic development experts consisting of members from both the public and private sectors selected the project. The *Get More Retail Opportunities Brochure* is an informative "at-a-glance" look at all the current opportunities available to retailers throughout Long Beach.

Department of Health & Human Services

DHHS has been awarded \$3,923,132 from HUD for Lead Hazard Control and Healthy Homes Demonstration grants. The goal of these two grants includes activities to eliminate and prevent health hazards in over 700 housing units for families living in lower income housing.

Community Development and Library Services

Separate Helen Putnam Awards will be presented at the October 12 City Council meeting. The first will be presented to the Long Beach Library for the innovative services provided to for People with Disabilities by the Information Center, and the second will be presented to the Neighborhood Resource Center in recognition of its outstanding service to the community.

PUBLIC SAFETY

Fire Department

The Fire Department responded to a total of 1,135 emergency calls for service: Of those calls, 94 calls were for fires and 21 involved structures. It also responded to 750 emergency medical calls, 497 of which required paramedics.

Police Department

Traffic Section Motor Officers conducted a traffic warrant arrest operation. Fifty-four warrants were served citywide. Twelve suspects were arrested. The operation was funded by California Office of Traffic Safety grant funding.

Vice Detectives conducted a late night/early morning hours "John" program designed to target prostitution activity that occurs after 2 a.m. Detectives focused on activity in the area of Pacific Coast Highway and Magnolia Avenue. Twenty-five arrests were made for prostitution-related crimes.

A West Division vehicle abatement operation was conducted in Beat 4, which is bordered by Anaheim Street/Hill Street and Atlantic Avenue/710 Freeway. The purpose of the operation was to focus enforcement on the acute problem of disabled, abandoned and expired registration vehicles parked on public streets. These illegally parked vehicles contribute to neighborhood blight and are viewed as eyesores by residents. Officers impounded and stored 56 vehicles, three-day tagged 20 vehicles, and issued three moving and ten parking citations.

NEIGHBORHOODS

Community Development, Neighborhood Services Bureau

A celebration at the Seventh Street Community Police Center to honor 13 parents and 33 children who completed the 12-week *Raising a Reader* program was held on September 22. This program, a coordinated effort between the Neighborhood Services Bureau and Long Beach Public Library Foundation, encourages families to read together.

Residents of the Hellman Neighborhood Improvement Strategy Area held a forum so residents could get information about specific neighborhood issues. Representatives from Nuisance Abatement, the City Prosecutor, Police and Code Enforcement attended the September 22 forum.

The Craftsman Historic Village that is part of the Hellmann Neighborhood Improvement Strategy Area, hosted a potluck barbeque celebration to commemorate its new historic street signs on September 25. Staff from the Neighborhood Services Bureau was recognized at the event for supporting residents in cleaning up their neighborhoods.

Parks, Recreation and Marine, Maintenance Operations Bureau

Marine Maintenance began its annual preparation for "Holiday Trees in the Bay" program.

NEIGHBORHOODS (continued)

Parks, Recreation and Marine, Planning and Development Bureau

At Rotary Centennial Park, the contractor has been authorized to proceed and on-site work will begin in early October.

The new parking lot at Admiral Kidd Park is open; however, the new soccer field remains closed until the grass is established.

A contractor was approved to begin construction of accessibility improvements at 13 parks: Marine Park (Mothers' Beach), Marine Stadium, Stearns Champions Park, Rainbow Lagoon, Alamitos Bay Marina administration building, Channel View Park, Veterans Park, Pan American Park, Wardlow Park, DeForest Park, Coolidge Park, Cherry Park, and Los Cerritos Park. Work will begin next week at some of the sites.

Public Works – Environmental Services Bureau

The City is beginning to see the positive impact of the new recycling carts. For the month of June, the City observed a 72 percent increase in the amount of recyclables collected compared to last year. In addition, the citywide participation rate rose to 70 percent, the highest rate in nearly two years.

In the next few weeks, the City's recycling contractor, Waste Management, is scheduled to complete the delivery of the large recycling carts in the Monday and Wednesday collection areas. The City is currently one year ahead of schedule on delivery of the recycling carts. At the same time, a small pilot program will be conducted in the Belmont Shore/Naples area to determine the size of recycling containers to be utilized for collection in those areas.

Approximately 4,000 new trash carts were delivered to accounts on the Westside in the past two weeks. The new carts should help minimize overflow issues and reduce litter.

Public Works – Airport

On September 25, the Long Beach Airport Community Outreach participated in the first annual "Discovery Well Park Family Festival" in Signal Hill.

ECONOMIC DEVELOPMENT

Community Development, Economic Development Bureau

"Save the Date" cards announcing the *Entrepreneurship 2005...A Small Business Development Conference* were mailed to all licensed Long Beach businesses. The Economic Development Bureau will host the Conference on March 9 at the Long Beach Convention and Entertainment Center. The objective of the Conference is to promote and enhance the success of small businesses. It will offer three key tracks: Business Development for Long-Term Survival and Prosperity, Tax Compliance and Responsibilities, and Maximizing City Resources and Business Opportunities in the City of Long Beach.

ECONOMIC DEVELOPMENT (continued)

Community Development, Neighborhood Services Bureau

On September 25, the United Pacific Avenue Business Association hosted its second annual Fiesta Pacific Avenue. Over 1,500 residents and business owners attended the event and enjoyed the entertainment, food, music, vendor displays and shopping at the businesses along Pacific Avenue. Staff assisted business owners in coordinating the event.

Library Services

The Library hosted the Chamber of Commerce TechPoint Technology Committee this week. The Library is now a participating member of the Chamber of Commerce and its various affiliate organizations as part of its outreach efforts to the business community. The Library recently was awarded a \$75,000 grant to develop and implement a plan of library service for the small business sector, and as part of that the Library has identified a need to develop partnerships with key agencies in the community.

SPECIAL EVENTS

Parks, Recreation and Marine, Community Recreation Services Bureau

To promote "October is Arts Month" and to provide outreach into the community, Rancho Los Cerritos joined with other cultural institutions to set up a storefront exhibit on Pine Avenue between Fifth and Sixth Streets. The exhibit includes pictures of the property, furniture, tools and a costume, highlighting both the architecture of the ranch house and the types of collections on view to visitors. The exhibit is scheduled to run through January.

Parks, Recreation and Marine, Special Events and Filming Bureau

A Chamorro cultural festival, with an estimated attendance of 1,000, was held on September 25 and 26 at Recreation Park.

The Long Beach Triathlon, with an estimated attendance of 1,200, was held on September 26 in Downtown Long Beach.

CBS Productions, with a cast and crew of 95, filmed "CSI Miami" on September 28 on Aquarium Way.

OTHER ITEMS OF NOTE

Community Development, Neighborhood Resource Center

The Neighborhood Resource Center hosted a *Meet the Director* Workshop featuring Ron Arias, Department of Health and Human Services Director on September 30. Mr. Arias discussed Health Department activities and the West Nile Virus.

OTHER ITEMS OF NOTE (continued)

Department of Health & Human Services

The Workforce Development Task Force sponsored a Career Day entitled *Building a Stronger Public Health Workforce* on September 28. The Career Day provided over 50 staff with the opportunity to learn about career enhancement, continuing education, professions in public health and career growth. Twelve universities and colleges presented information and resource material to staff on requirements and admission.

Long Beach Energy, Gas Services Bureau

Gas Services Bureau completed a total of 2,711 service calls during the week of September 19 through September 25. This total included 882 Gas and Water Utility Turn On orders, and 850 Turn Off orders. There were 725 Customer Service Orders for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders and verifying read orders. A total of 254 meter maintenance and billing related orders were completed and 111 customer emergency orders were also completed during this period.

Public Works Department, Airport

The Long Beach Airport began a recycling program on September 20. Thirty-nine custom made fiberglass-molded recycling and litter receptacles were placed throughout the airport terminal and boarding lounges. Signs were posted to educate passengers and terminal area personnel about the new program. The Airport recycling program is being implemented in three phases. Phase I started with the terminal and boarding lounges. Phase II will add materials off-loaded from airline aircraft, and Phase III will extend to airfield tenants. The Long Beach Airport Bureau is working closely with the City's Environmental Services Bureau and the Conservation Corps to make the Long Beach Airport a "green airport."

GRM:CK:kp:jmo
10-01-04 CM Weekly Update

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